



SOUNAK HALDER

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In quest of senior level positions to head Profit Centre Operations, Sales & Marketing, Business Development preferably in the Retail (Apparel/FMCG).

Professional Digest:

- An absolute professional with **14 years +** in the areas of Profit Centre Operations, Sales & Marketing, Business Development.
- A keen planner and implementer with deftness in effecting strategies, driving teams to ensure successful management of sales operations in the assigned task.
- Proficient in managing business operations encompassing customer relationship management, administration, market analysis.
- Record of accomplishment of attaining consistent yearly growth in terms of both sales and revenues, as well as developing new team, thereby expanding the business.
- Consistent record of accomplishment of bagging high value sales orders and achieving sales targets.
- An impressive communicator with honed interpersonal, team building, negotiation, presentation, convincing and analytical skills. Ability to think out-of-the-box and contribute ideas towards achieving business excellence.
- Have undergone with several trainings in various topics across different companies in different subjects.

Core Competencies:

Profit Centre Management

- ♦ Overseeing complete business operations of the store with accountability of profitability, forecasting monthly/ annual sales targets, & executing them in a given timeframe.
- ♦ Strategizing the long term as well as short term business plans to ensure maximum profitability.
- ♦ Managing customer-centric operations & ensuring customer satisfaction by achieving service quality norms.

Sales & Marketing:

- ♦ Driving sales strategies for attainment of periodical targets with a view to optimise revenue. Analysing market trends/ requirements and accordingly forecasting sales.
- ♦ Monitoring and keeping Inventory under control, with timely delivery of different inventory control related aspects (IST, GRDC, PI etc).
- ♦ Evaluating marketing budgets periodically and ensuring adherence to planned expenses (SOH, in-store activities etc). Conducting market analysis to understand competition and accordingly analyse the benchmarking reports to help the company to strategize to tackle the same effectively.

Business Development:

- ♦ Identifying and developing new streams for long-term revenue growth and maintaining relationships with customers to achieve repeat/ referral business (Loyalty program).

Product Management/Branding:

- ♦ Building brand focus in conjunction with operational requirements; ensuring maximum brand visibility and capturing optimum market shares (Contribution).
- ♦ Handling detailed training for the team in every season to update and deliver best results from the new products.

Experience Chronology

Presently working with **Aditya Birla Fashion and Retail Limited(ABFRL)(Pantaloon Retail India Ltd.)** in the position of **Store Manager** w.e.f. Feb' 16 as of now.

Presently based in Kolkata & looking after the entire Operational-part of the Store business pertaining to Store Administration, Sales & Marketing, HR, VM, CSD, Warehouse, Commercial, and Admin & Safety as well.

Glimpses of Performances:

- Nominated as an IFSM Candidate (India's Finest Store Manager) and currently pursuing MDP from IIM-Indore.
- Presently, being a profit-centre head, handling a 5-Crore Store/month (avg.) with 320 Reportees in the roll in diff. positions reporting to me (ASM/DM/ADM & other Employees as well as Support Staffs) with additional manpower of Brand-Staffs & Part-Time Staffs.
- Delivered 22% Margin to the Company on Sales, 2nd best after South-City (24%) till June'2018 year-end.
- Instrumentalist in the drastic reduction of OPEX by working on work force, energy and daily expenses.
- Achievement of 15% EBITDA & ABP EBITDA of 12% during June'2010- year-end giving Profitability to my present store (Pantaloon-Kankurgachi).
- Steered Kankurgachi Store to clinch the top spot & be the No.1 Store in the GV sale, SOH, Scrap sale improvement and SIS.
- Stock-Take Report showed -0.18% Of Net Shrinkage in PT-Kankurgachi which had taken place during April'2018.
- Final Internal Audit Report audited by Earnst & Young (Company Authorised) during May'2018 showing Audit Score of 90% as against 79% Score given by them during their previous Audit in Kankurgachi Store in the month of Nov'2017.
- Led Kankurgachi Store, motivating my entire Team & effective utilisation of Inputs, to be within the first two Stores all across the Eastern Zone as far as the Highest Ticket-Size is concerned with an average Ticket-Size of 1685/= which is a sign of utmost healthiness for any futuristic Store to highly prosper.

- Instrumentalist in the Elevation of 5 Team Members to the next level of ADM in five different sections in Kankurgachi Store within a span of five months(Feb'10-June'10) & fair increment to nearly all the Employees in the first Store Appraisal of all the confirmed employees. 4 DMs have been promoted as SM in my total tenure in Pantaloons.
- Steered Kankurgachi Store, rise to Rank 10 as on YTD from earlier Rank 25 in the MH Report-Customer Feedback putting utmost focus on it with my entire Team.
- Aggressive Marketing Drive internally & externally coordinating closely with our Store/Area Marketing Executive for promoting our Store Sales.
- Successful Launch of AX POS in two stores, PICS, DUM Project, Pen on Portrait, Clique etc.
- Conducting different CSR activities for successful Store publicity & awareness including Crowd-Pulling Activities.
- Almost Absolute Nullification of Customer-Complain by solving problems with utmost priority (if any) if escalated to me, which was a concerned factor in the earlier course of time since inception.
- Strict Adherence to comply with the Standard Operating Procedure (SOP) in our Store.
- Strict Adherence of maintaining all the Platinum Standards in our Store.
- Strict Vigilance for checking Shoplifting (Employee/Brand-Staff/Customers) in our Store basis observation of Retail-rules to increase the Margin & Store-Profitability.
- Delegation of a special responsibility of Space Selling assigned for incremental revenue in our Store.
- Last, but not the least, fully accountable and responsible for the Customer and Employee Delight in our Store.
- Finally, have promoted in big stores, consecutively in two years and currently handling the largest store of Pantaloons in India (By volume) and 2nd largest (by sale).

▫ July 2013 – Jan 2016, Store Manager, Reliance Trends Ltd., Reliance Industries Limited, (Leading Garments Chain)

- ◆ Managing Thakurpukur - Ideal Regency store.
- ◆ SOP Adherence.
- ◆ Achieving revenue target.
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- ◆ Handling 4 departments which are as follows: Garments (Men's, Ladies & Kids), Jewellery & Ornaments, Luggage & Accessories.
- ◆ Providing a High-End customer service.
- ◆ Shrinkage control.
- ◆ Maintaining all operational parameters.
- ◆ MIS Analysis.
- ◆ Cash Management (Imprest i.e. Sales, Float, Petty & Reserve).
- ◆ Handling a large team of staff (Team Management – 80 staffs).
- ◆ Inventory Management.
- ◆ Floor management.
- ◆ Maintaining security system & vigilances through different types of security mechanisms.
- ◆ Few vendor dealing & negotiations regarding stocks & staffs.
- ◆ Compliances with different types of licences via local & government authorities.

- ♦ Dealing with Mall management.

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- July 2010 – June 2013, **Store Manager, Lourdes Textiles Pvt. Ltd., CITI MART,**
 - Feb. 2010 – June 2010, **Department Manager, Future Value Retail India Ltd, Kolkata (Big Bazaar, Leading Hypermarket)**
 - Oct. 2007 – Dec. 2009, **Store Manager, Aditya Birla Retail Limited, Kolkata, (more., Leading Supermarket chain)**
 - Jul. 2006 – Oct. 2007, **Duty Manager, New Look, London (Leading Garments Chain, UK)**
 - Nov. 2004 – Apr. 2006, **Sales Manager, OM Kotak- Life Insurance, Kolkata (Leading financial Institution, Kotak Mahindra group Joint Venture with Old Mutual, USA)**
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Education

- ♦ BBA (H) - IIMT, Pailan - Visva Bharati University – 2004
- ♦ MBA – LACE – University Of Norway – 2007
- ♦ MDP – IIM-Indore – Sep 2020

Personal Details

AGE/Date of Birth : 40 (21-Apr-1980)

Address : Thakurpukur, Behala, Kolkata

References : 1) Mr. Anshuman Banerji, Regional Manager, Brand Factory
Contact: 9836645388
2) Mr. Debdip Mitra, Training Head, Reliance. Contact: 9830026841